

**EXHIBIT B**

Invoices

**Signal Interactive Media LLC**

1155 Connecticut Ave NW, Suite 400  
Washington, DC 20036 US  
signalinteractive.com



**BILL TO**

Attn: John Kim  
LTL Management LLC  
501 George Street  
New Brunswick, NJ 08933

**INVOICE 12310**

**DATE** 06/30/2023 **TERMS** Due on Receipt

**DUE DATE** 06/30/2023

| ACTIVITY  | QTY | RATE      | AMOUNT    |
|---|-----|-----------|-----------|
| <b>Consulting Services</b><br>LTL Bankruptcy - June 2023 Consulting | 1   | 14,625.00 | 14,625.00 |
| <b>Expenses</b><br>LTL Bankruptcy - Landing Page Wireframe          | 1   | 1,650.00  | 1,650.00  |

Please remit payment by ACH/Wire:

Signal Interactive Media LLC - Checking Account  
Banking Institution: Amalgamated Bank  
Account #: 116001272  
Routing #: 026003379

**TOTAL DUE** **USD**  
**16,275.00**

| Service            | First Name | Last Name           | Date      | Project        | Description   | Hours | Billable Rate | Billable Amount |
|--------------------|------------|---------------------|-----------|----------------|---|-------|---------------|-----------------|
| Expert             | Shannon    | Wheatman            | 6/1/2023  | LTL Bankruptcy | Finalize edits to print portion of media program and recalculate reaches and frequencies for target audiences       | 1     | \$650.00      | \$650.00        |
| Media Planner      | Kristen    | Davis               | 6/2/2023  | LTL Bankruptcy | Draft ads for social media outlets  | 0.5   | \$350.00      | \$175.00        |
| Media Planner      | Kristen    | Davis               | 6/2/2023  | LTL Bankruptcy | Make edits to Shannon Wheatman draft social media ads   | 0.2   | \$350.00      | \$70.00         |
| Media Planner      | Kristen    | Davis               | 6/2/2023  | LTL Bankruptcy | Review and email Shannon Wheatman about suggested edits to social media ads   | 0.3   | \$350.00      | \$105.00        |
| Media Planner      | Kristen    | Davis               | 6/2/2023  | LTL Bankruptcy | Call with Shannon Wheatman to discuss draft digital notices, draft landing page, and notice for print publications  | 0.5   | \$350.00      | \$175.00        |
| Media Planner      | Kristen    | Davis               | 6/2/2023  | LTL Bankruptcy | Propose edits to draft landing page and email to Shannon Wheatman   | 1.1   | \$350.00      | \$385.00        |
| Media Planner      | Kristen    | Davis               | 6/2/2023  | LTL Bankruptcy | Email web developer about changes to draft landing page   | 0.3   | \$350.00      | \$105.00        |
| Media Planner      | Jordan     | Fox                 | 6/2/2023  | LTL Bankruptcy | Update TV plan  | 0.5   | \$350.00      | \$175.00        |
| Expert             | Shannon    | Wheatman            | 6/2/2023  | LTL Bankruptcy | Finalize feedback for draft landing page  | 0.4   | \$650.00      | \$260.00        |
| Expert             | Shannon    | Wheatman            | 6/2/2023  | LTL Bankruptcy | wireframes  | 0.2   | \$650.00      | \$130.00        |
| Expert             | Shannon    | Wheatman            | 6/2/2023  | LTL Bankruptcy | Emails to Kristen Davis on landing page   | 0.2   | \$650.00      | \$130.00        |
| Expert             | Shannon    | Wheatman            | 6/3/2023  | LTL Bankruptcy | Email Genna Ghaul regarding plan and notice matters   | 0.1   | \$650.00      | \$65.00         |
| Expert             | Shannon    | Wheatman            | 6/4/2023  | LTL Bankruptcy | Call with Genna Ghaul to discuss UST objection to retention application   | 0.7   | \$650.00      | \$455.00        |
| Expert             | Shannon    | Wheatman            | 6/5/2023  | LTL Bankruptcy | Rework media plan and calculate overall reaches   | 2.1   | \$650.00      | \$1,365.00      |
| Expert             | Shannon    | Wheatman            | 6/5/2023  | LTL Bankruptcy | Email Jordan Fox for additional information on radio plan   | 0.1   | \$650.00      | \$65.00         |
| Expert             | Shannon    | Wheatman            | 6/5/2023  | LTL Bankruptcy | Review new planning estimate for TV and radio   | 0.6   | \$650.00      | \$390.00        |
| Expert             | Shannon    | Wheatman            | 6/6/2023  | LTL Bankruptcy | Suggest edit to supplemental certification and review order appointing Signal                                       | 0.3   | \$650.00      | \$195.00        |
| Expert             | Shannon    | Wheatman            | 6/6/2023  | LTL Bankruptcy | Email Patrick Lombardi and Genna Ghaul information on supplemental certification                                    | 0.1   | \$650.00      | \$65.00         |
| Expert             | Shannon    | Wheatman            | 6/7/2023  | LTL Bankruptcy | Review TCC Motion to terminate exclusivity  | 0.5   | \$650.00      | \$325.00        |
| Expert             | Shannon    | Wheatman            | 6/7/2023  | LTL Bankruptcy | Email Genna Ghaul regarding plan and notice matters   | 0.2   | \$650.00      | \$130.00        |
| Expert             | Shannon    | Wheatman            | 6/8/2023  | LTL Bankruptcy | Finalize estimate with fourth quarter pricing   | 0.4   | \$650.00      | \$260.00        |
| Expert             | Shannon    | Wheatman            | 6/8/2023  | LTL Bankruptcy | Update declaration to address changes to media program  | 1.6   | \$650.00      | \$1,040.00      |
| Media Planner      | Kristen    | Davis               | 6/8/2023  | LTL Bankruptcy | Email with Shannon Wheatman and web developer about draft landing page  | 0.2   | \$350.00      | \$70.00         |
| Expert             | Shannon    | Wheatman            | 6/8/2023  | LTL Bankruptcy | Finalize new reach and frequency calculations   | 0.7   | \$650.00      | \$455.00        |
| Expert             | Shannon    | Wheatman            | 6/8/2023  | LTL Bankruptcy | Finalize draft of landing page text   | 0.2   | \$650.00      | \$130.00        |
| Expert             | Shannon    | Wheatman            | 6/8/2023  | LTL Bankruptcy | Email Genna Ghaul revised schedule, estimate, declaration, and drafts of digital ads and prototype for landing page | 0.2   | \$650.00      | \$130.00        |
| Media Planner      | Gabrielle  | Quintana Greenfield | 6/8/2023  | LTL Bankruptcy | Call with Shannon Wheatman about status update  | 0.1   | \$350.00      | \$35.00         |
| Expert             | Shannon    | Wheatman            | 6/8/2023  | LTL Bankruptcy | Call with Gabrielle Quinatana Greenfield about status update  | 0.1   | \$650.00      | \$65.00         |
| Expert             | Shannon    | Wheatman            | 6/9/2023  | LTL Bankruptcy | Review revised supplemental certifications and email approval to Patrick Lombardi and Genna Ghaul                   | 0.2   | \$650.00      | \$130.00        |
| Expert             | Shannon    | Wheatman            | 6/10/2023 | LTL Bankruptcy | Review edits to supplemental certification and email response to Patrick Lombardi                                   | 0.2   | \$650.00      | \$130.00        |
| Expert             | Shannon    | Wheatman            | 6/14/2023 | LTL Bankruptcy | Email Genna Ghaul about new timing and fee application  | 0.2   | \$650.00      | \$130.00        |
| Expert             | Shannon    | Wheatman            | 6/14/2023 | LTL Bankruptcy | Review fee application template and draft first monthly application   | 0.8   | \$650.00      | \$520.00        |
| Expert             | Shannon    | Wheatman            | 6/15/2023 | LTL Bankruptcy | Email Genna Ghaul about Disclosure Statement hearing  | 0.1   | \$650.00      | \$65.00         |
| Expert             | Shannon    | Wheatman            | 6/15/2023 | LTL Bankruptcy | Finalize draft of first monthly fee application and email to Genna Ghaul and Melina Bales                           | 0.6   | \$650.00      | \$390.00        |
| Project Management | Zack       | Stapf               | 6/15/2023 | LTL Bankruptcy | Assist with draft and editing first monthly fee application   | 3.5   | \$350.00      | \$1,225.00      |
| Expert             | Shannon    | Wheatman            | 6/16/2023 | LTL Bankruptcy | Review media kits and update media schedule   | 0.8   | \$650.00      | \$520.00        |
| Expert             | Shannon    | Wheatman            | 6/21/2023 | LTL Bankruptcy | Finalize media schedule based on updated hearing date   | 0.3   | \$650.00      | \$195.00        |
| Expert             | Shannon    | Wheatman            | 6/21/2023 | LTL Bankruptcy | Update declaration to fit with revised schedule   | 0.4   | \$650.00      | \$260.00        |
| Expert             | Shannon    | Wheatman            | 6/21/2023 | LTL Bankruptcy | Email revised schedule and declaration to Genna Ghaul   | 0.1   | \$650.00      | \$65.00         |
| Project Management | Grace      | Turke-Martinez      | 6/23/2023 | LTL Bankruptcy | Review third-party data to create plan for targeting by specific demographics                                       | 0.5   | \$350.00      | \$175.00        |
| Project Management | Grace      | Turke-Martinez      | 6/23/2023 | LTL Bankruptcy | Continue to analyze third party data  | 0.3   | \$350.00      | \$105.00        |
| Project Management | Grace      | Turke-Martinez      | 6/23/2023 | LTL Bankruptcy | Begin drafting report of available third party data to use in targeting online ads                                  | 0.1   | \$350.00      | \$35.00         |
| Project Management | Grace      | Turke-Martinez      | 6/26/2023 | LTL Bankruptcy | Finalize review of third party data and targeting capabilities and email report to Shannon Wheatman                 | 1.3   | \$350.00      | \$455.00        |
| Expert             | Shannon    | Wheatman            | 6/26/2023 | LTL Bankruptcy | Emails to Melina Bales in reference to first monthly fee application  | 0.2   | \$650.00      | \$130.00        |
| Expert             | Shannon    | Wheatman            | 6/27/2023 | LTL Bankruptcy | Review invoices for compliance and privilege  | 0.8   | \$650.00      | \$520.00        |
| Project Management | Grace      | Turke-Martinez      | 6/27/2023 | LTL Bankruptcy | Reanalyze data based on feedback from Shannon Wheatman  | 1     | \$350.00      | \$350.00        |
| Expert             | Shannon    | Wheatman            | 6/28/2023 | LTL Bankruptcy | Email Genna Ghaul about amended Plan  | 0.1   | \$650.00      | \$65.00         |
| Expert             | Shannon    | Wheatman            | 6/28/2023 | LTL Bankruptcy | Begin review of amended Plan  | 1.2   | \$650.00      | \$780.00        |
| Expert             | Shannon    | Wheatman            | 6/29/2023 | LTL Bankruptcy | Continue review of amended Plan   | 1.1   | \$650.00      | \$715.00        |
| Expert             | Shannon    | Wheatman            | 6/29/2023 | LTL Bankruptcy | Revise notice materials based on amended Plan   | 0.3   | \$650.00      | \$195.00        |
| TOTAL:             |            |                     |           |                |   | 27.3  |               | \$14,625.00     |